

# The Pen Prophet



## HOLIDAY ISSUE

DECEMBER—NINETEEN TEN

L. & C. Hardtmuth, Limited, Kingsway, London

173 Broadway, New York

6 Rue de Hanovre, Paris

L. E. Waterman Company, Limited, Montreal

Vol.  
8

No.  
2



# The Pen Prophet

## The Pen Prophet

Devoted to the education of easy money-making through the medium of

### Waterman's Ideal Fountain Pen

Edited and Published by Educational Department

*Sole Waterman Co., 173 Broadway, N.Y.*

VOL. VIII

DECEMBER, 1910

No. 2

HEAD OFFICE		
"The Pen Corner,"	173 Broadway	New York
L. & C. HARDTMUTH, LTD.		
Kingsway	:	London, W. C.
6 Rue d' Hanovre	:	Paris
Via Bossi 4	:	Milan
Pragerstrasse No. 6	:	Dresden
I Franzensring 20	:	Vienna
14 Rue de Pont Neuf	:	Brussels
105 Clarence Street	:	Sydney
75 Mark Street	:	Brisbane
Collins' Buildings, Wyndham Street	:	Auckland
37 Mansion House Chambers, Adderley St., Cape Town	:	
GOLD PEN FACTORY		
34-40 Fletcher Street	:	New York
RUBBER FACTORY		
Seymour	:	Conn.
INK FACTORY		
34-40 Fletcher Street	:	New York
CANADIAN FACTORY		
St. Lambert	:	Quebec
BRANCH OFFICES AND SHOW ROOMS		
123 St. Francois Xavier Street	:	Montreal
8 School Street	:	Boston
189 Clark Street	:	Chicago
734 Market Street	:	San Francisco
Avenida 16 de Septiembre 18	:	Mexico, D. F.

*WE feel that the closing months of 1910 should not pass without some expression, from us, of our gratification over the cordial relations we have had with our dealers. At this season of the year, therefore, we desire to convey, with our appreciation of these relations, the coming season's wishes for your health, happiness and prosperity.*



commerce reaps the profitable benefits.

We have stood by now for twenty-six years, and supplied dealers all over

the world with an article which, since its inception, has provided one of the most favored gifts. "Is it a Waterman's Ideal?" is the phrase of anxious anticipation to be heard in thousands of homes during the moments of the pleasurable anxieties of Christmas morn.

It has required an original correctness and individuality of idea to establish this demand that Waterman's Ideals have created. It has necessitated years of hard work to maintain its perfection, to keep the line abreast of the times and before the public. Today there is a large organization working at headquarters dealing solely with the supplying of the trade demands for the line. Supporting this sales organization are the three extensive Waterman factories, which produce, in their entirety, the new record of over one million fountain pens a year.

When all the festivities of the Christmas Season have come and gone, and the expressions of "Just what I wanted" passed into a realization, there are several thousand dealers, in this country alone, who open their cash drawers to find that their sales of Waterman's Ideals have provided for them a handsome profit concurrent with the sale of over a million pens.

The demands are annually increasing for this pen and the line broadening, in order to fulfil the requirements of the other portion of our population which is still to be supplied. Here is practically a baby industry with what may be termed an unlimited field for a modern necessity.

Let the encouragement which has led this Company to the broadening of our facilities to keep pace with the enormous increase of business, stimulate European dealers in their interest and activity in the selling of the fountain pen which is as good as its reputation.

UNDER the shadow of old trustworthy Brooklyn Bridge, in the heart of New York City, there opened on September 10th a new Waterman's Ideal factory. The building is an enormous, ten-story, all concrete, fireproof structure, and, to quote Editor Rolkner, of the *Monthly Magazine*, "In architecture there is probably not another building like it in the United States, for three-quarters of the wall space of the structure consists of windows. No buildings, save those where our high-grade American watches are built, can begin to equal this one for air, sunshine and light."

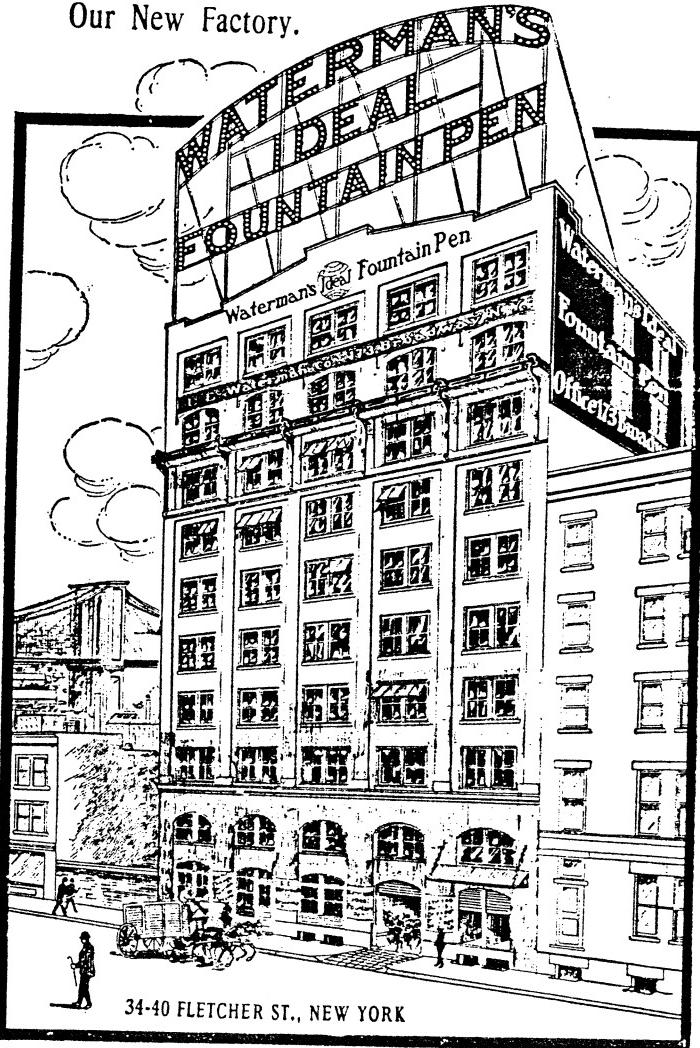
The thirty-five thousand square feet of floor space in this building is entirely devoted to the production of Waterman's Ideals and their supplies. The capacity of the new factory is one million five hundred thousand pens per year, or nearly half a million in excess of the present sales. Approximately two hundred and fifty employees are at present engaged in the manufacturing departments in this factory, as many more at our Seymour, Conn., factory, as well as the large Canadian plant. The only space in the building not devoted to the manufacturing of the pens is occupied for the making of Waterman's Ideal Ink, the space devoted to this Company's Printing Department, and that where the Velvet and Leather Pen Boxes are manufactured.



INTERIOR VIEW—GRINDING FLOOR

There are 3,000 cubic feet of vault space in the building, in which are stored finished pens to the value of nearly

## Our New Factory.



34-40 FLETCHER ST., NEW YORK

£100,000, as well as the valuable raw materials from which the pens are made. There is consumed annually in the manufacture of Waterman's Ideals nearly 300,000 dwt. of pure gold, 60,000 pounds of crude rubber and a large quantity of pure iridium, which costs in the neighborhood of £300 per pound. In the complete transformation of the crude materials, the part which machinery plays is that only which produces the formation basis. The finishing work is entirely by hand, and is that of the most successful and trained mechanics. The power is electricity, run by 100 horse-power motors.

Under the careful direction of Mr. W. I. Ferris this enormous undertaking has been consummated, and here, in the hands of skillful workmen, will largely rest the future high quality of the fountain pens which bear the trade-mark, "Waterman's Ideal," which are spread throughout the world in their careers of usefulness to give the satisfaction which we have every confidence will soon require the further extension of our production facilities.

# The Pen Prophet

## Christmas Gift Advertising.



never been a let-up of the advertising of Waterman's Ideals. Our publicity has constantly increased with our business. The accumulative force of our advertising has made every letter in the trade-mark *Waterman's Ideal Fountain Pen* of enormous selling value to the dealers handling the line.

In the month of December, we wind up this year with the largest single month's advertising ever undertaken for a separate trade specialty. This is planned to reach the homes of practically the entire buying world. From the Juvenile publications and Comic Papers, through the popular magazines of to-day and into the heaviest of fiction and technical publications, we will reach the trade you sell. Our Christmas advertising will appear in many of the leading newspapers throughout the country, in

SINCE the day in the early Eighties that inventor L. E. Waterman purchased his first quarter-page advertising space in the *Century Magazine* for £13-, there has

the Women's Publications, so forceful in influencing the feminine purchasers, in the Railroad Guides and Time Tables before the traveling world, in the Sportsmen's papers and Political and Religious organs, in Art Students' organs and Social Records, Railroad Men's publications and those pertaining to Suburban Life; in business publications galore and most of the foreign language papers; in fact it would be more readily understood in general to treat of the publications in which our advertising will *not* appear than to endeavor to give the full idea.

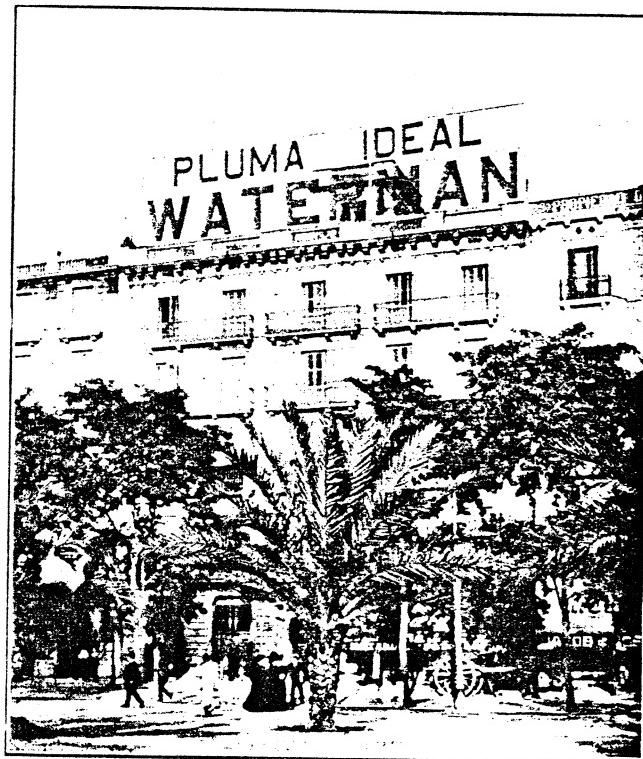
The selling force of this publicity will create demands such as have never been experienced before, and assist our dealers through the power of printed salesmanship, in the selling of Waterman's Ideals. Dealers should make their show windows and advertising literature a reflection of our extensive national advertising in order to reap the greatest benefits. We will gladly post you upon our plans if you are interested in this connection.

We are pushing, and now you pull, and we will effect that cooperative dealing which becomes mutually beneficial and profitable to the commercial life of to-day.

## In the Countries of Palms or Icicles.

As advertised recently in connection with the opening of our new factory, the manufacture of Waterman's Ideals must cover the worldwide requirements in such considerations as writing from right to left, as they do in Burma, to the methods of the Chinese student changing from his brush and marking-pot to a timely device.

As the distribution of our pens goes to every point of the compass, so also does our advertising carry into every centre of population in the entire world. We here illustrate one of a series of large and effective signs in Spain. This one, with each letter 8 feet in height, is located in the Plaza Cataluna, Barcelona. As the greatest selling force of advertising comes from keeping at it, it is now only that the greatest benefits are beginning to accrue for our dealers in foreign countries, where our advertising naturally started some years after it was launched in this country.



L'Idéal "WATERMAN" vole sur le papier.



Modèle déposé

### The Friends of Aviators.

OUR contact with some of the leading aviators of the world has clearly defined the opinion of their advanced technical learning in connection with Waterman's Ideals. In every instance the scientific perfection of Waterman's Ideals has been a mark of satisfaction to the men who are now making history.

Our latest meeting was with Mr. Alfred LeBlanc, whose now famous but ill-fated Bleriot is illustrated above in connection with his written opinion of Waterman's Ideals, which is translated as follows:

"I have the same pleasure to write with my Waterman's Ideal Fountain Pen and to fly with my Bleriot—both have the same lightness."

It is interesting to note that, at the conclusion of Mr. LeBlanc's recent flight in the St. Louis contest, he landed in the fields of Canada, to be confronted, upon arriving on terra firma, by an enormous specimen of the fast disappearing American bison. However, in this predicament, as in all others, his now famous Waterman's Ideal accompanied him for the convenience of his notations and experiences. The usefulness of the old-fashioned ink-well has been severely questioned under such conditions and increased the interest in the usefulness of Waterman's Ideals.

Other notable comments at present before us from great aviators are as follows:

"The success of Waterman's Ideal Fountain Pen is as rapid as that of the aviator; nothing equals it in convenience."—M. Bleriot.

"Two flying machines in reality—the

aeroplane which flies in the air as Waterman's Ideal Fountain Pen flies on the paper."—L. Paulhan.

"A good aeroplane and a good Waterman's Ideal make life easy."—M. Delagrange.

### Three Thousand Patents.

THE survival of the fittest was, perhaps, never much better substantiated than by reference to the development of the fountain pen era. In the last two decades, more than three thousand fountain pen patents have been issued. Most of these ideas have been developed and the article produced and marketed, either generally, or in one section or another. Notwithstanding, the production of Waterman's Ideals in Regular, Safety and Pump-Filling types has doubled in size every five years of its history. The writing implement that remains the best known, most satisfactorily used, and which is presented with the greatest confidence, is Waterman's Ideal—The pen that's as good as its reputation.

### Bon Voyage.

A rhyming friend, fond of a joke, sent a parting gift to the steamer. To a yard of inch-wide red ribbon were hung five little gifts, all neatly tied up in exactly the same size and form. As each was opened a little paper fell out and the complete collection of gifts and verse was as follows:

"A handkerchief to wave adieu,  
A lemon for when you're feeling blue,  
A paper of pins to keep you tight,  
Some soda mints to set you right,  
A Waterman pen—I hope you'll write."

**Prompt Shipments.**

"IT is never too late to mend" your deficiencies of stock of Waterman's Ideals. When the Christmas rush starts to deplete your stock, do not take any chances of losing trade by not having on hand the style of pens or pen points that may be called for. It must be remembered that fountain pens are purely personal articles, and everybody has a specific idea of what is wanted. A depleted stock will often lose sales.

There are about 15,000 different styles, shapes and sizes of Waterman's Ideals, and we are prepared to support our dealers with liberal deliveries of any of these the same day that orders are received. Our stock is enormous, running into hundreds of thousands of dollars, and, as we have said before, there is a large force of employees here at headquarters whose attentions are devoted entirely to the selling and distribution of the line. Call upon us as you may, we are prepared to assist you in every possible manner.

**American Shorthand Trophy.**

A new shorthand writing record has been made this year by Willard B. Bottome, holder of the American Shorthand Trophy, when, at the Denver Con-



vention, he wrote for five consecutive minutes at the net speed of 269 words per minute (after all deductions for errors and omissions were made). As has been reported at the conclusion of Mr. Bottome's previous successes, he is a continuous user of Waterman's Ideals, and de-

pends absolutely upon the reliable qualities of this pen in all contests and for regular stenographic work.

**Gold Dust Sweepings.**

**S**PEAKING about that big factory in New York City that makes 1,000,000 Waterman's Ideal Fountain Pens a year, as described in the last issue of *The Transcript*, and where the floor sweepings of the room in which they grind the gold pens are sold for £300. a month. Wouldn't you like to be janitor, with the privilege of keeping the "dust" for your pay? And then just think of getting £1. in gold every month or so out of each workman's old pants after they are worn out. Why, you couldn't shake that much coin out of a poor printer's jeans, even when they are looking their smartest. And as for those gold bricks worth £200. per, *The Transcript* scribe, though he has never been that far from "hum" before, and is powerful skeered of the tricks they say the city fellers plays on green country folks, would be willin' to journey clean up to the big city, if he thought, now, they'd come the "gold brick" game on his bucolic innocence with one of the Waterman Company's bricks!

20,000,000 Ideal Waterman gold pens in use. That is 434 miles of gold pens end on end, or 1,900 miles, holders and all. Truly this is an age of big things!

(From *The Transcript*.)

**As Evidence of Increasing Use.**

We are just in receipt of an interesting letter from Mr. E. K. Judd, Mining Instructor at Columbia University, that, in connection with his duties on quiz papers in the Senior Class of the School of Mines, he could not help but be impressed with the fact that out of sixty students there are only fourteen who write with a pencil. The remaining students all use fountain pens of standard make. The reason is to accomplish neatness and permanency, as well as to use a pen to which one has become accustomed.

If there is one enterprise on earth that a "quitter" should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom. He should know before he begins it that he must spend money—lots of it. Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power.

*John Wanamaker.*

## The Passing of the Inkwell.

(Reprint from American Hebrew.)

**T**HE inkwell is gradually becoming a thing of the past. We have outgrown it. There is no necessity for it on the desk to-day. It is not only in the way, but the ink gets mussed over things and, if the inkwell is not cleaned frequently, the ink becomes thick and sticky and is not fit for use.

It is folly for any one to now bother with an inkwell. The next generation will read about the inkstands their fathers and mothers used before the Fountain Pen was introduced, and it will seem as primitive to them as seems to us the powder that years ago was sprinkled on the writing to dry the ink, and which has been superseded by the blotting paper.

To one who has writing to do with ink—professional man, business man, the salesman, the clerk, school boy or girl—the Fountain Pen is his right bower, and those who are using it are forgetting there ever was such a thing as an inkwell.

If you carry in your vest pocket a WATERMAN'S IDEAL, you have at all times pen and ink with you, whether you be in the office, the store or the schoolroom—on duty or off duty. As a matter of convenience you should have one. It is as necessary almost as the watch you carry to tell you what time it is.

The L. E. WATERMAN COMPANY have taken infinite pains to bring their pen to an absolute state of perfection. They have spared no expense nor left a stone unturned to do it, and they have succeeded so well that to-day WATERMAN'S IDEAL Fountain Pen is used from one end of the world to the other by those who have writing to do.

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"Owing to the costofliving," writes a Montclair contrib., "I can't get a new suit or overcoat this fall. Can't even have my '09 models fixed up. My plans for the winter are to have my fountain pen dry cleaned, and that's all."—*N. Y. Evening Mail.*

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## An Opinion from Latin-America.

"Large stock of Waterman's Ideal Fountain Pens, the best in the world. The Fountain Pen without a rival."—*The Golden Ant*, Leon, Nicaragua, Central America.

## New Zealand Winner.

The young man whose picture appears here recently applied for a few specimens of Waterman's Ideal printing and advertising without making known his purpose.



We were later very much gratified to receive his photograph in costume. He was awarded the First Prize in the Christchurch, N. Z., Skating Carnival, and given the title "Waterman's Artillery."

We frequently have occasion to supply our materials for carnivals, church fairs, guessing contests, etc., where interesting devices afford a great deal of entertainment.

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Our friend, Rev. Dr. J. Henry Smythe, tells us that the pen is mightier than the sword, but asks us then—What is mightier than the pen? We are somewhat at want to reply to the question, but he advises us that cheese is, because it is full of "mites."

## To Our Friends the Pen Sellers

In all issues, under the above heading, we devote certain space, particularly for our friends who sell the pens over the counter from day to day, for the better acquaintance of our product with this branch of our associates, with the point in view that your daily contact with the purchasing public may teach to you such fountain pen knowledge, as is necessary, of an article of daily use. Therefore, that certain features in the conduct of your fountain pen department may be so clearly indicated that the information gained will make you the possessor of such knowledge in this line that the result will be increased value to your proprietor, and larger profits for your department.

We, therefore, take great pleasure—in continuing this department of our publication for our friends, the *pen sellers*, who make the connecting link between Waterman's Ideal Fountain Pen—its advertising—and the consuming public—to congratulate you for the wonderful support given us in the past, and trust we may come closer together for the mutual benefit of all concerned.

Any suggestions on your part to make these columns of greater value to you, and all, will be heartily appreciated by

Yours very cordially,  
L. & C. HARDTMUTH, LTD.

**L**ET us enter this Christmas season with a full understanding that there is a large and profitable business to be had in the selling of Waterman's Ideals, and that every customer who enters the store is a possible purchaser.

Follow our Christmas advertising that you may be posted on the line up to date. If necessary, send to this Company for advices, or suggestions, regarding increasing your business, but by all means make your effort to increase your sales of the line of Waterman's Ideals, and you will be liberally rewarded.

The first week of December have your stock well filled up and all looked over. Have every pen filled and cleaned ready for immediate trial. Separate your stock of Regular, Safety and Pump-Filling types for quick showing. Have a conspicuous display card in your show window and your display case well placed. Behind the case, have a good supply of the special lithographed Christmas boxes.

With this attention, and the observance of other suggestions which you may glean from this edition, the results will surely

be satisfactory to both you and your proprietor.

Make it perfectly clear to your fountain pen customers that they can exchange their pens after Christmas. This attention is greatly appreciated, especially in such instances as where a man uses a stub pen, and has received a fine point. The return of your customer for an exchange will very frequently lead to additional sales, and the consideration of making gifts satisfactory will be heartily appreciated.

As a good suggestion to stenographers, recommend the use of violet ink. It is clear and distinct on the paper upon which written, and can in no way become confused with the printed lines on a stenographer's notebook.

**A Good Cause Being Fathered in Cincinnati, Ohio, and Printed Around the World.**

### A SQUARE DEAL for the HORSE

We believe every horse deserves three ample meals daily; water frequently; proper shoes; a blanket in cold weather; two weeks' vacation annually.

### THROW AWAY THE WHIP

### Dry Climate Pens.

There is to-day no question as to the advisability of urging dealers to try out very thoroughly, and recommend unreservedly, our Safety Pens in all sections where there is much heat or dry weather.

After two years' trial in the Imperial Valley towns, our Mr. F. A. Kenny writes that all his dealers there unreservedly advise their customers to buy Waterman's Ideal Safeties. The past summer, during July and August, the temperature reached 115 to 120 degrees so often as to cause no particular remark, and the ink in ordinary fountain pens evaporated with a rapidity hard for people in ordinary climates to understand—but the Safeties made good.

With the Clip-Cap, the Safety Pen is safe in the shirt or trousers' pockets of the Imperial men. And it may be parenthetically remarked that for several months in the year coats and waistcoats are forgotten and their pockets with them. Men who go to dinner wearing coats in the Imperial Valley towns in summer are not esteemed. An ingenious fellow invented a sort of purse which is sewed on suspenders for use in the low lands of Imperial Valley. All the valley is below sea level.

**A**DVERTISE Waterman's Ideals and Waterman's Ideals will advertise you.

We have prepared this year an unusually large and attractive lot of Christmas advertising electrotypes, ranging in size from the No. 907 electro here illustrated, up to, as large as may be desired.

**Waterman's Ideal Fountain Pen**

For Christmas

No. 907

There is no other line that will pay better than this one to use in your local advertising at this season of the year.

We are very glad to assist our dealers by supplying electrotypes, free of charge, to assist in the localizing of our enormous national publicity. If you are interested to receive proof sheets of cuts which we have ready for immediate delivery, we will forward them for your inspection and selection; or, if one or two electros are required, we will be glad to make our own selection for you, depending upon your locality. Our Advertising Department is arranged to assist you in this branch of your work, and you are at liberty to call upon it as you desire.

We illustrate below the idea of some of our combination plates covering two im-



definite shipping instructions, or, to save you expense, enclosure with other shipments is advisable.

### Christmas Electrotypes.

### Strong Xmas Advertising.



wisest men of these days are those who can intelligently follow a successful leader.

We show here a reduction of a 20-inch fountain pen advertisement specially prepared and extensively used by the Hoskins Philadelphia store, in all the leading newspapers of their city. It is understood that the results of this publicity nearly doubled their previous extensive business in this popular Christmas line. The

### EYRICH AND COMPANY

JACKSON

MISSISSIPPI

L. E. WATERMAN COMPANY,  
New York.

#### GENTLEMEN:

This year has been very satisfactory to us and we sell nothing with greater confidence of making a pleased customer.

It is indeed a splendid organization that seems never to "make a slip," as we have yet to find our first faulty or imperfect product.

It is a pleasure to place them before a customer.

Yours respectfully,

EYRICH & Co.

Service

de S. A. R.  
de Prince Albert  
de Belgique

BRUSSELS

17th April

SIR:

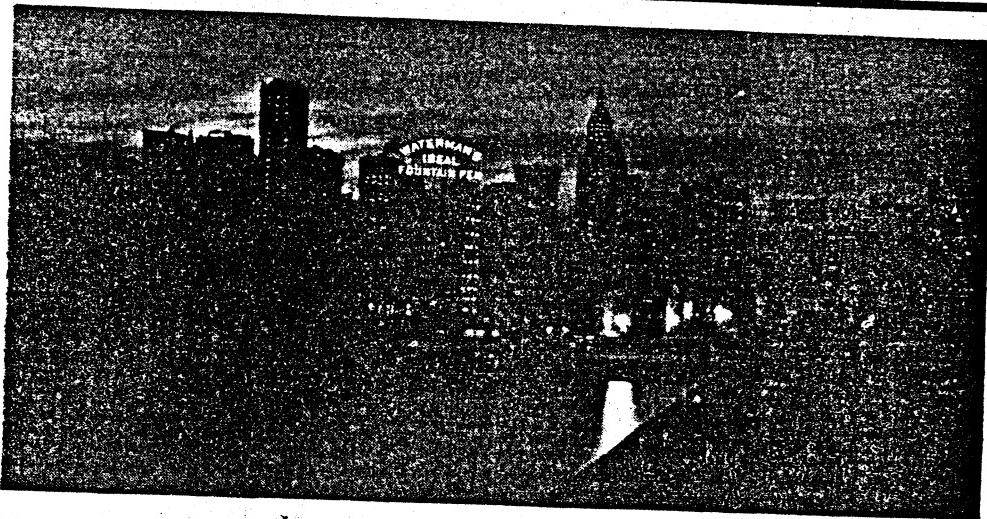
His Royal Highness the Prince of Belgium has requested me to convey to you his thanks for the kindness that you have shown in presenting him with a gold Waterman Pen which he has found a veritable treasure. The pen is on the writing table of His Royal Highness, who states it is most satisfactory.

With compliments,

Yours very faithfully,

(Signed) V. GODEFROID,  
Secretary.

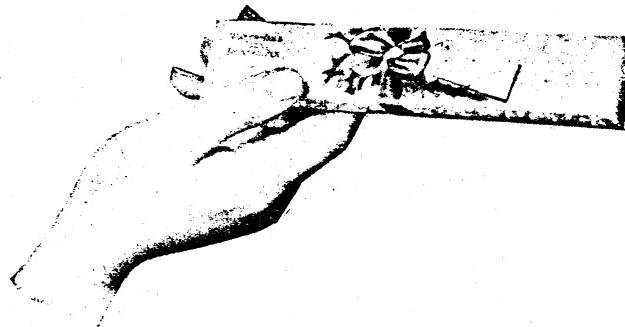
# The Pen Prophet



The above is a reproduction of a night scene of the skyline of lower New York as photographed from the Brooklyn Bridge. This view was taken soon after sunset and the plate exposed for thirty minutes. The view includes the conspicuous new Waterman factory standing on the banks of the East River and distinctly showing the clearness of the electric sign recently erected on our roof. This sign is of a size 64 ft. long x 42 ft. high. Each letter is 6 ft. in height. There are over 700 bulbs in the sign. This sign may be read for several miles in most all directions.

## Nineteen-Ten Christmas Box.

**W**E believe that dealers generally recognize the great psychological value of attractive Christmas boxes in helping to sell any line of merchandise, and especially so with women or children buyers. At any rate, they are of great value, and we have this year provided one of the most attractive boxes of its kind that has as yet been pro-



duced. It is attractively lithographed in several colors, appearing as though tied with a pretty red ribbon, under which there is placed a spray of effective holly to which there is attached a little Christmas tag reading:

From .....

To .....

The box is delicately embossed with a holly pattern.

We suggest that dealers might display some of these boxes to good effect. Stipulate requirements in ordering up your stock of pens.

## Saving 75 Per Cent. on the Ink Bill.

**I**NK doesn't cost much until you begin to buy it in quantities; then, like everything else, it becomes a big item. The amount of ink used amounts to but little in the largest firms; it is the amount wasted that worries and increases expense.

In Pittsburg a firm tried the experiment of giving a few old-time accountants fountain pens. The investment proved an economy and the plan was adopted throughout the entire department. These pens are fitted with the kind of point that the accountant desired, so that he has the same advantage he formerly possessed when he chose his particular steel point. A boy keeps them filled and clean.

Much economy of ink has resulted. There are no more blotted or spoiled records from overturned ink bottles. There is more uniformity about the records than formerly. There is no lost motion—and in a factory the superintendent will tell you that the most costly thing he has to contend with is "lost motion." Using fountain pens in the accounting department eliminated "lost motion," no movement of the arm from book to ink well and back again—no running to the sink—no wiping and rubbing with the pen wiper—no running to the ink bottle or down to the stationery department—no time lost trying and breaking in a new pen; just pick up the instrument and write.

The buyer of this firm purchases about twenty-five per cent. as much ink as formerly.—System.

RE OLD NEVER-FAIL.

THE BELLEVILLE BUSINESS COLLEGE.  
Belleville, Ont., July 1, 1910.

C. B. SCANTLEBURY, Esq.,

Belleville.

DEAR MR. SCANTLEBURY:

While engaged with you in conversation to-day on the subject of Fountain Pens, I told you my old reliable Waterman, which has been used in the work of Court reporting and accountancy for over 25 years, had not cost me a cent for repairs. It shows no indication of wear. It looks as if it would last not only a life-time but forever. This conclusively proves that the Waterman is made of very superior materials, put together and the parts adjusted in the most perfect manner by honest, skilful workmen. From time to time, I have been induced to buy other pens, but could never find one as good as my Waterman. A few weeks ago I tried a \$4.00 one that was said to be better, but I gave it away the first day as I could not depend on it. A fountain pen that is lacking in the quality of reliability is an abomination.

I have been thinking over what you said—"That the makers of this pen should have it to show to their friends as a testimonial of their past records—as evidence of the fact that they have always made, and offered to the public, a pen that is a trustworthy friend—the Waterman Ideal Fountain Pen," and have decided to comply with your wish, and, therefore, send the pen to you herewith.

Yours faithfully,

(Sgd.) ROBERT BOGER.

P. S.—In taking a fond look at this old friend, I see on it "1884." I believe this was the year it was bought.

R. B.

"Odds Up" for Waterman's Ideals.

Friend Fred: Elmira, N.Y., Aug. 15, 1910.  
Odds of 1 to 20.  
Your dealer here, Florence  
Sullivan, tells me he sells  
20 Waterman's Ideals to one  
of any other make.  
I am having a busy time.  
Yours,  
Paul.

Low-Down Mean Trick.  
About the meanest thing that's been



THE PEN

done in this town since the days when food was within the reach of every well-to-do citizen was accomplished by a sordid person with a Waterman pen in a big grocery establishment the other morning. He was waiting for his friend the manager to join him to go to lunch. While he waited his eyes fell on a big pile of eggs with a "strictly fresh" sign overhead. This mean man got out his fountain pen and wrote dates on about eighteen of the eggs, which he placed at the top of the pile conspicuously. None of these dates was more recent than June, 1907. One egg was marked "Sept. 14, 1894."

## FOUNTAIN PENS

Have you noticed that the most reliable goods find a ready showing at this store—the goods of high reputation?

Waterman's Ideal Fountain Pens, with varied points to suit the individual requirements. Full range, including regular \$2.50 style, to gold mounted at \$10.00. Clip-cap prevents losing.

## JOHNSTON BROS.

JEWELLERS

483 St. Catherine St. W.

Near Peel Street

MONTREAL

## Hors Concours Award.

Brussels' Exposition Confers Highest Award  
on Hardtmuth Lines.

**B**ELGIUM set up one of the greatest expositions of the world's industries that has ever been thrown open to the public of any European country. The scene was in the beautiful city of Brussels, magnificently laid out and covering many acres of land, surrounded by buildings which, from point of architecture, have never been equalled in the more recent of the world's expositions.



The central location of Brussels made the exposition one that was visited more generally than recollection serves was any other world's fair. This applies not only to the people of the many countries surrounding Belgium, but those who visited Europe from other countries during the very favorable season in which the exposition was conducted.

Among the most prominent and attractive displays at the Exposition was that of Koh-I-Noor Pencils and Waterman's Ideal Fountain Pens. As a result of this exhibit, there has now been added to

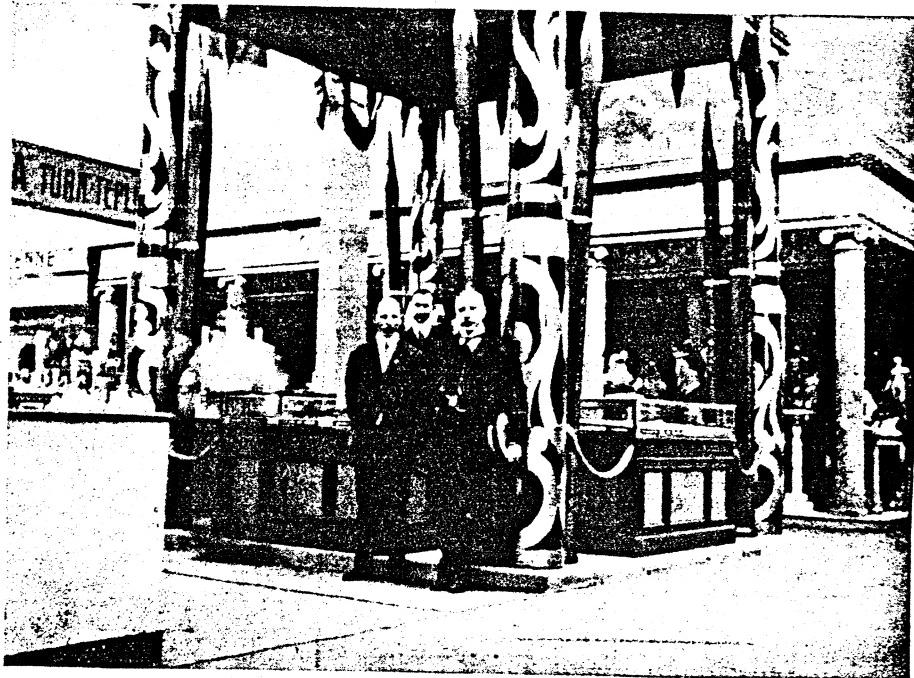
the long list of excellent awards presented for various superior features of Hardtmuth Lines, what is known as the "Hors Concours Award" from Brussels. The significance of this award is that the lines upon which same is conferred are beyond competition.

Since the Exposition Universelle in Paris in 1889, at every exposition where Waterman's Ideals have been shown and demonstrated they have been awarded the highest honor and medal.

## Ink Display Stands.

This is a most appropriate season for a good display of Waterman's Ideal Ink, as either the Traveler's or Desk Filler can be sold with nearly every gift pen. We, therefore, recommend the conspicuous display of one or more of the handsome counter stands which we supply to our dealers for the purpose. There is no ink made that gives the same satisfaction for fountain pen use as Waterman's Ideal Ink. Its superior quality is being recognized more and more all the time in its adoption for general mercantile use as well.

Have you a copy of our ink catalogue?



MANAGING DIRECTOR L. G. SLOAN AT THE BRUSSELS EXPOSITION

## Explaining Advertised Phrase, "Standard Safety and Pump-Filling Types."

Some dealers, the newer ones in the fountain pen business in particular, who make it a practice to follow our advertising very carefully in order to talk intelligently to their customers, have questioned the full meaning of the phrase, in so many of our recent advs., "Standard, Safety and Pump-Filling Types." We use this now especially, because the public have a preference based upon the use that it has for fountain pens. It is our desire, therefore, in this phrase, to fully explain that our dealers carry in stock the three types of this standard make.

For your information we describe as follows:



The *Standard Type* is the tried and successful style which was the original pen to bear the trade-mark "Waterman's Ideal," and the success of which pen has practically created the world-wide demand for all fountain pens. The holder is of a tapering shape at both ends, and permits the cap to fit on by friction. This shape was originated by the L. E. Waterman Company. The ink capacities of this type are the largest, and it is the most popular and simple style fountain pen made.



The *Safety Type* is one which was originally produced especially for women. This type provides a pen that can be filled with ink and carried in a purse, trunk or anywhere, in any position, and it cannot spill the ink. The idea is that of a propelling pencil. When the cap is screwed on to the open, or pen, end, there can absolutely no ink escape from the barrel. By screwing the cap on the butt end, the pen point comes out into position for writing. This pen has become very popular among sportsmen and travelers who desire to carry a pen in any pocket they choose, and in any position.



The *Pump-Filling Type* is one of perfect self-filling action without any complicated parts. This type may be filled without the use of a dropper by simply unscrewing the butt end of the holder, and, after inserting the pen point in ink, slightly oscillating the small plunger. The ink is drawn right up into the barrel. When filled, the end may be readily screwed on again. The same operation using water cleans the inner parts of the pen. A small slot at the butt end permits a coin to be inserted for use in unscrewing the part easily.

### Pens for Selection.

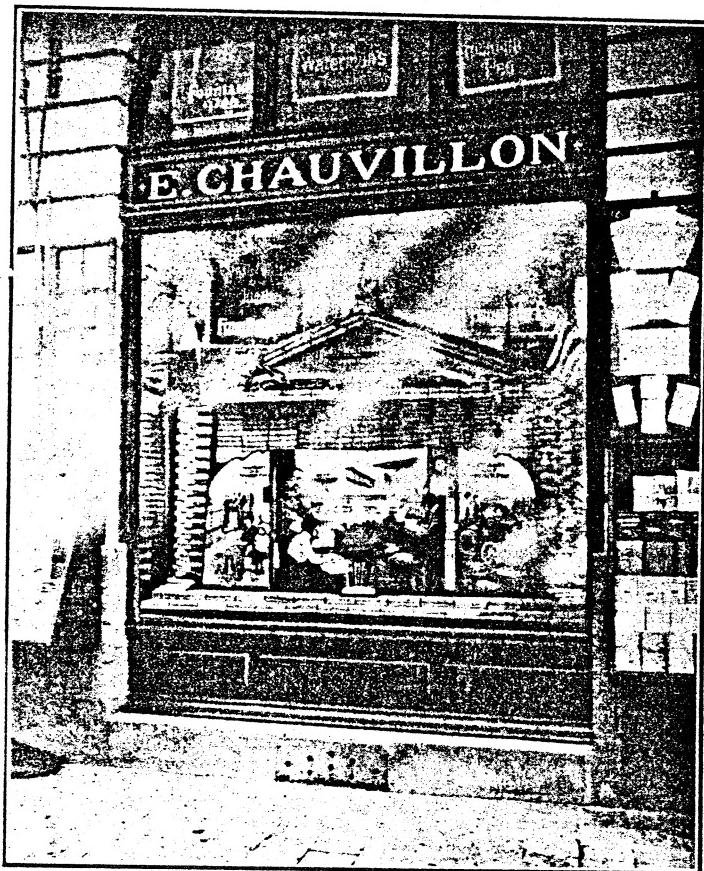
**A**LTHOUGH we frequently assist dealers by sending assortments of gold or silver mounted pens in order to give a customer the opportunity of making a selection, we cannot do this during the month of December. There are so many of the high-priced pens sold during this season that it would necessitate sending out enormous quantities of pens on memorandum. It requires our entire selling organization and stock of pens to keep our dealers fully supplied with actual orders, and we, therefore, have to withdraw this "Memorandum Lot" assistance during December. Our catalogue is very complete and should serve practically for showing the pens.

### "Atkinson's Store News."

The issuing of house publications is becoming more and more a factor in advanced commercialism. Seldom, however, have we seen a more commendable publication than that of James Atkinson of Ulverston. We wish that space permitted of our treating more extensively of the excellent features and forceful presentation of merchandise between the covers of this publication. We congratulate the publisher and offer our continued assistance in making favorable showings of Koh-I-Noor Pencils and Waterman's Ideals.

# The Pen Prophet

## Window Display—E. Chauvillon, Reims.



We illustrate here an attractive window display by our loyal and well-known dealer, E. Chauvillon, which is a splendid example of a strong and attractive window—one which is not crowded or jumbled, but which attracts, leaves a good impression and suggests. The background construction was built of Waterman's Ideal pen boxes, the color of which is very striking. We understand that the display of this window was very resultful.

We wish to very forcefully impress upon dealers the advisability of such showings, especially for the Christmas season, in which many of the articles suggested in this issue would be of assistance, and in which we would further co-operate. Most every dealer has the means of preparing some special features of his own. We spend large amounts of money in the course of the year to assist our

use of this co-operation

dealers in this work, and those who make the most successful are they who originate the displays of their own and give some attention to a purpose or idea of display. If there is any assistance that we can give in this connection to increase your business, write us about it.

### GOOD LOCAL ADVERTISING

SIBLEY, LINDSAY & Curr Co.

### Waterman Ideal Fountain Pens.

"Be sure you're right, then go ahead," is an old and much-worn saying. We would modernize it by saying, "Be sure you write, then go ahead," and would make it still more explicit by adding after "write" the words "with a Waterman Ideal Fountain Pen." Then you could not possibly be wrong.

As soon as you sit down to write out the Christmas gift list you realize the importance and the need of one of these famous pens. They are so convenient, so easily carried, and always at hand when needed.

Could we—can you—suggest anything better, more useful, more compact or that will be more appreciated throughout the entire year than a Waterman Ideal Fountain Pen?

Stationery section has added to its usual large and attractive display of Holiday stationery and accessories; an exhibit of Waterman Ideal Fountain Pens that would do credit to the largest stores of the Metropolis. You will be interested in seeing this display, and it will be a satisfaction to know that in making the selections every opportunity is afforded that could possibly be found anywhere in the country.

There are plain and fancy black barrels, gold, silver and pearl mounted barrels in various styles and sizes.

There is considerable latitude in prices.

Main Floor—Front Cross Aisle.

## Our Suggestions to **YOUR** Waterman's Ideal Customers.

**E**VERY Waterman's Ideal Fountain Pen is of the same high standard quality. The differences in price are effected only by the size of the gold pen and holder, or by the amount of gold or silver mounting on the pen. Therefore, in making your selection of these useful presents, be guided only by the amount you wish to spend. Of course, the larger the size the better the action of the gold pen and the greater the ink capacity. Every Waterman's Ideal is thoroughly guaranteed and may be exchanged, after Christmas, as many times as necessary to have the owner thoroughly suited. As the action of every steel pen can be duplicated, it is a good idea to secure a sample of the style desired. To make the pen most practical we suggest having the Clip-Cap attached. It prevents the loss of the pen from pocket, and so makes your gift one that will be used for years. A Waterman's Ideal is much more personal a gift when engraved on the gold or silver mounting with the name or monogram of the owner. We are prepared to do this engraving for you in any style desired, if ordered early.

Make your present a gold or silver-mounted pen wherever you can, for a

Waterman's Ideal lasts for years, and the beauty of the mounting will be appreciated as well as the quality of the pen.

For gifts to women, the Safety Pen is particularly appropriate, as it may be carried in the purse or trunk and cannot spill.

The perfectly plain pens with Clip-Cap are splendid styles for School use, or very generally for office or all writing purposes.

Pump-Filling Pens are appreciated by very busy writers—those who use a pen more than the average person. They may be filled instantaneously.

In selecting a pen for a man, No. 15 is a good average size. The Filigree pattern is a handsome one to carry in the pocket, and Lodge or College Emblems are always especially appreciated.

The name *Waterman's Ideal* on a fountain pen stands for the perfection in manufacture which has made this pen the desired pocket piece of the people of the entire world.

### LOUISVILLE, KY.

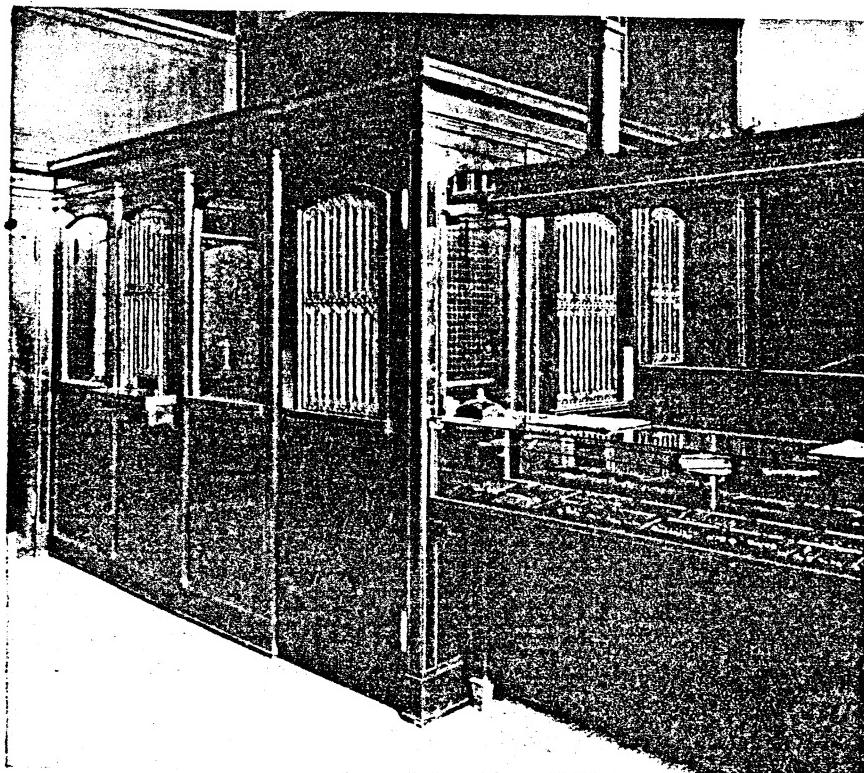
L. E. Waterman Co., New York City, N. Y.  
Gentlemen: Our dealings with you during quite a period have been so uniformly satisfactory that we cannot at this season of well-wishing deny ourselves the pleasure of wishing you a prosperous and happy New Year.

Yours truly,

OFFICE SUPPLY COMPANY,  
(Signed) Thos. B. Morton.

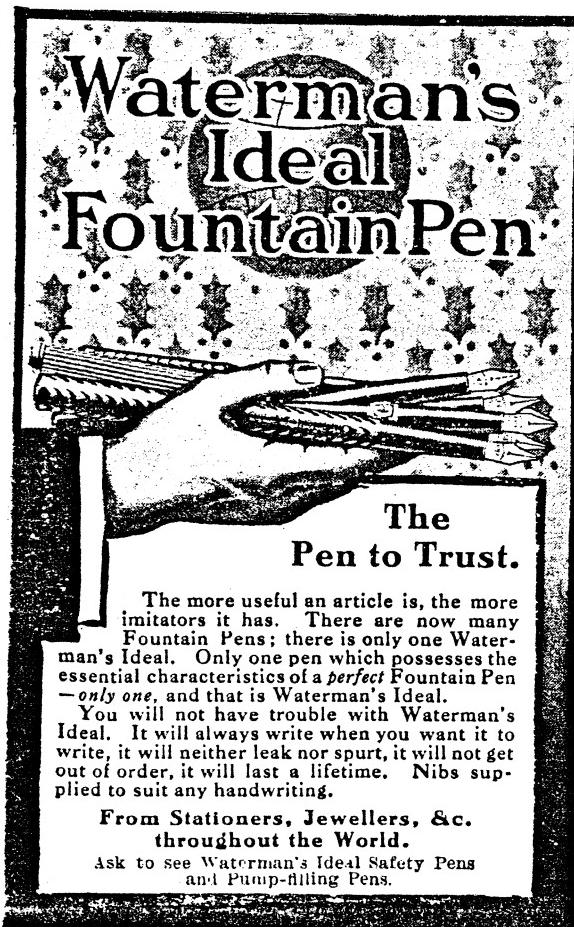
The new location of our Chicago Branch, and increase in stock and general facilities, we understand has proven of great assistance to our trade in that section. The interior of the store has been finished since the last issue of "The Pen Prophet," and we, therefore, supplement our previous announcement to convey an idea of the fine and permanent preparations we have made for handling our business at this branch.

Mr. Mortimer O'Connell, for more than fifteen years associated with our business in New York, is now permanently located in charge of the Chicago Branch. We sincerely trust that Mr. O'Connell's very wide experience in the fountain pen business can be made of special value to our dealers in this section in the selling of Waterman's Ideals.



Indian Advertising.

The growth and development of India has provided for the line of Waterman's Ideals an extensive market where their well-known high quality has made them the favorite pen. Our advertising carries into



this country as extensively as in the more familiar marts. Above we show a reduction of a recent adv. appearing in the *Indian Daily Telegraph*, one of a large list of the excellent daily papers of India.

A recent letter from our dealer friend, H. L. DeVall, of New York City, opened with a surprise for us, as follows:

"Have come to the conclusion that your pens are poor things to keep in stock," but we were soon set at ease after reading the explanation which followed, stating, "as I had to let half of my stock go last month in order to satisfy the demands."

NAVAL ACADEMY OFFICERS' MESS  
ANNAPOLIS, MARYLAND

Aug. 9, 1910.

My DEAR MR. WATERMAN:

I'm down here with some Navy friends enjoying sailing on Chesapeake Bay and various land sports with racquet, saddle and cards. I was talking pen just now, and thought of a pen argument which may, or may not, have occurred to you and your corps of thinkers.

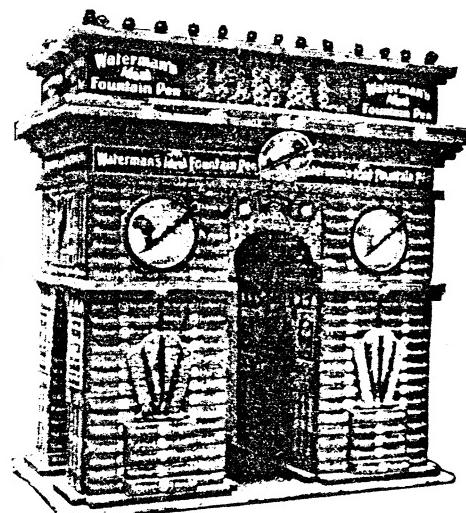
A gold fountain pen has a relatively permanent nib. When you take up your pen you take up an old friend, being always the same, while the ordinary steel pen is undergoing a definite mechanical change from the moment you first dip it in ink until you finally throw it away. You have to break it in as much as you do the average pair of shoes, and just when it has become comfortable to the hand it's worn out and ready to throw away. Fact!

Yours for the writer's *fountain of youth*—which is the W. I. Fountain P.

(Sgd.) PAUL W\_\_\_\_\_

Arc de Triomphe Model.

We illustrate below a photographic reduction of a model of the Arc de Triomphe in the city of Paris, reproduced in blue Waterman's Ideal Fountain Pen boxes, signs, etc. This model stood over 6 feet in height, and, with its electric attachment in the centre of the Arch, and careful outlining, provided a most interesting spectacle. The original arch as it stands today on the famous Champs Elysees of Paris is undoubtedly one of the most handsome structures of its kind in the world.



We have a supply of special blue folding boxes especially made for window dressing and the construction of such models wherever they can be made of service to our dealers.

## KOH-I-NOOR HOUSE, Kingsway.

Messrs. L. & C. Hardtmuth Move Into  
Their Handsome New Home.

In Kingsway, "Koh-i-Noor House" now stands complete. And on Monday, September 26th, Messrs. L. & C. Hardtmuth moved into their new home from Koh-i-Noor House, Golden Lane, E.C. There was no formal opening, and from an early hour the work of the many departments moved easily forward.

The moving was supervised by Mr. R. K. Anderson, export manager, and he and his competent and willing staff of workers are to be congratulated upon the absence of muddle and the celerity with which the work was carried out.

By the kindness of Mr. J. H. S. Jackson, manager of the advertising department, one of our representatives had the pleasure, later in the day, of inspecting the new building.

If we may be permitted the latitude, Koh-i-Noor House is a jewel of a box for a jewel of a pencil. The house does credit to the magnificent thoroughfare in which it stands, keeping such good company as the house of W. H. Smith & Son, the Kingsway Hall of S. H. Benson, Ltd., and the house of J. J. Keliher, Ltd.

### THE MEN WHO RUN THE BUSINESS.

As Koh-i-Noor House is certain to be the rendezvous of many of our readers, before giving a brief description of the building it will be of use, and interest, to mention the names and positions of the different gentlemen connected with the management and conduct of the business:—Mr. L. G. Sloan, general manager and director; Mr. B. Harrison, secretary; Mr. R. K. Anderson, export manager; Mr. A. Bruce Hill, pen department manager; Mr. J. H. S. Jackson, advertising manager; and among the travellers Messrs. George Page, P. T. Gold, F. C. Steward, P. W. Jinman, and W. V. Barringer. In the ordinary way we should have had to include the name of Mr. C. E. Brown, but he sailed for India and the East on September 16th. This is his second trip, but for the first time his itinerary will take in China and Japan, as Hardtmuth's are determined to open up a very large amount of new business in these two countries. We wish him every success.

### A MASTERY OF DETAIL.

Attention to detail is the dominant note of everything connected with the new Koh-i-Noor House. There are all sorts of little contrivances, fittings and conveniences that indicate that love of efficient detail that marks the products of this world-famous firm. Mr. L. G. Sloan is not a

little responsible for this finished detail work, and he understands how to exact the same quality from others with whom he may be brought in contact.

In the basement are kept the stocks of Koh-i-Noor, "Mephisto," and "Aviator" pencils, of which there are some millions; and the coloured chalks and various in-diarubber goods, typewriter supplies, tracing paper and tracing cloth and sundries. All of them are stored away in fireproof steel bins, so cleverly arranged that it is possible, without moving other goods, to lay one's hand upon any special article required. From this basement a lift carries goods to all the floors of the house, including the back of the counter in the front office. Within half a minute from the time of his enquiry at the counter a trade buyer can have any article sold by the firm placed before him. It is a triumph of organization.

All goods are packed in the basement, which runs the entire length and breadth of the building, and are carried to the ground floor by a large lift that opens in the dispatch yard. From this basement goods, including the Waterman's "Ideal" Fountain Pens, are dispatched to all parts of the world, Canada and the Continent excepted, which latter parts are served from elsewhere.

The showrooms and the wholesale and export departments are on the ground floor. The offices of the manager, secretary, and counting house are placed on the mezzanine floor, a feature of which is a magnificent strong room built by Milner & Co. The woodwork fittings are in handsome dulled mahogany.

The all-important publicity department finds a well-fitted and well-lighted home on the third floor, and from here plans are conceived and executed for covering as great a portion of the earth as is possible with the posters and placards and pamphlets of the firm which has made this form of advertisement paramount.

One goes from floor to floor by a Waygood electric lift, and on the fourth floor arrives at Penland. The trade can take it from us that Penland is worth a visit; and be sure you go into the pen strongroom and also examine an ingenious pneumatic delivery tube running from Penland to the showroom counter.

May the new Koh-i-Noor House prosper. Prosper as did the old Koh-i-Noor House since the founding of the London branch a quarter of a century back, and for which prosperity the present manager and director, Mr. L. G. Sloan, has in so large a measure been responsible.—*The Stationer, Printer and Fancy Trades' Register.*

# The Pen Prophet

## At the Kewanee (Ill.) Fair.

As an example of the anxiety of people to become owners of Waterman's Ideals (and especially when there is no cost entailed), our dealers, Krieg & Giles, recently advertised that a first and second prize of a £1— and 16/— Waterman's Ideal would be given to two lucky numbers of those who registered at their booth. There were over 800 people registered, and this meant that at least this number visited and inspected the booth. There was a great deal of interest in the selecting of the numbers and awarding, and the results were very satisfactory, as we learned that, one morning right after the Fair was closed, five pens were sold to five different customers in very short time. We think this is a good record for a city of this size, as well as for the interest in the pens. This should encourage some special attention on the part of the dealers, in letting the public know that they have this line in stock.

We suggest that you have convenient to your show case, especially at this season, one of our large catalogues illustrating all styles of Waterman's Ideals in exact representation. This book will also give you many selling points and ideas which will be of material assistance. The selling of Waterman's Ideals is largely a matter of service and salesmanship, as the prices are the same in every store in the country. You can hold your full trade for their purchases of this article and reach out for new trade, and feel fully assured that there is no price cutter working against you on the next block, or in the next town.

## Christmas Circular.

We desire here to inform our trade that we have several very strong, attractive and seasonable circulars which we are very glad to imprint in such quantities as may be desired. The use of these for distribution from your counter, in your mail and packages, will be of great assistance to you not only as good advertising for your store, but in increasing your sales in the line of Waterman's Ideals.

Write for samples, or let us know how many you desire and we will make for you a good selection. It is most important that your carrier's name be forwarded to us with your request.

TACOMA, WASHINGTON.

L. E. Waterman Co.,  
173 Broadway, New York, N. Y.  
GENTLEMEN:

I am this day sending you, through the Central News Company of this city, my fountain pen for repairs.

In this connection, it may interest you to know that this pen was purchased by me some time in November, 1899, eleven years ago, and has been in constant daily use by me ever since that time without repairs or adjustments of any kind, aside from being fitted with the Spoon Feed at the time you introduced this improvement. It has withstood the hardest kind of usage. I have dropped it repeatedly without injuring it in any way, although the last time I dropped it, it fell about ten feet to a hard floor below and sprung the nib slightly, which calls for repairs now.

In view of the foregoing facts, it is no wonder that I am always ready to boost the Waterman's "Ideal" Fountain Pen.

Very respectfully,  
(Signed) JAMES R. KEELING,  
803 South L Street.

## What W. I. F. P. Means to an Editor.

The editorial fountain pen, which has done service for several years, eight or ten probably, is lost. It has been lost two or three times before, but has always been found, but we haven't much hopes for it this time. It was a great old pen, a Waterman, always ready for service, and would run out the last drop without dropping on the paper, and would hold ink enough for 4,000 or 5,000 words. It has been through a lot of adventures, including rolling off the table and sticking up in the floor, but was ready for business just the same. We only wish we were sure of getting another that will do the work and as satisfactorily as that one did.

(From Daily Reporter-Journal.)

## ORIENTAL RIDDLE:

When held it goes—when let loose it lies down.—Pen.

## PEN POINTS!

Got a minute to spare this evening? Well, just call in and let us have a chatabout Fountain Pens, principally

## "WATERMAN" IDEAL

Perhaps we can both learn something worth knowing. Don't be shy, and don't think we will press you to buy. We only want to have a talk. Hope to see you this evening at

Wm. Walker & Sons (Otley)  
LIMITED  
The Fountain Pen Depot  
Kirkgate, Otley

302 Farmers Bank Building  
Pittsburgh, Pa.  
August 8<sup>th</sup> 1910.

Messrs L. E. Waterman Company  
173 Broadway  
New York, N.Y.

Dear Sirs:

You will remember we had correspondence about two months ago respecting the adaptability of the Waterman Fountain Pen to report work. In my profession as public accountant I have in every instance found that reports for Board of Directors can be formed finally by pen in a more satisfactory way than upon the typewriter from the fact that the person writing the report has become thoroughly and at large acquainted with the facts contained in it, while upon the other hand dictation becomes mechanical. The accountant then must have in readiness a good pen to do this work with, and the fact that I have been able with the pen ordered from you to write this letter wholly with the changes shown, proves its great usefulness.

## Waterman's Ideal Fountain Pen.

Waterman's Ideal Fountain Pen.

Waterman's Ideal Fountain Pen.

Waterman's Ideal Fountain Pen.

Waterman's Ideal Fountain Pen.  
Waterman's Ideal Fountain Pen.  
Waterman's Ideal Fountain Pen.

We illustrate here an excellent specimen of penmanship by E. E. Beddoe, the well-known Pittsburg accountant.

Mr. Beddoe uses Waterman's Ideals in all his work with the greatest of satisfaction. Certain gold pens are made for general work which are almost without limitation as to the kind or style of writing they will do. The gold pens in Waterman's Ideals are the most perfect writing points in the world. The quality of materials, resiliency and every feature are made to last and satisfy.



This is to certify that above letter was written entirely with the Waterman's Ideal Fountain Pen.

Edwin F. Beddoe  
Fellow Dental Association Accountant

### Fountain Pen Psychology.

"Sign here," says the man who is trying to sell some article which you need or do not need. He puts down the contract, indicates the fatal line and hands you a fountain pen. You take the pen mechanically and make a motion to put the nib of the pen on the line of decision. Now, just as the nib touches paper, is the psychological moment the novel writers love dearly to talk about. If the ink refuses to come, you are saved; if not, you are lost.

It would be interesting to know how many sales have been lost because fountain pens failed to work. Or how much more business a man with a good fountain pen

can do than he could if he had to depend upon the search for a good ordinary pen and ready or absent ink bottle. Those precious seconds which may intervene between the time when one thinks his mind is made up and the instant he finds he has not, are eliminated when the canvasser or agent uses an ever ready, rapid-fire fountain pen.

The signature once affixed, the contract or order neatly folded and placed in the seller's pocket, the thing is done. Until that happens nothing is done.

It is altogether probable that one of the main reasons for the increased ease of doing business in a large way, and in a small way, for that matter, can be referred to the increase of the fountain pen habit.

# Waterman's Ideal Fountain Pen

## Always Acceptable

Waterman's Ideal Fountain Pen is one of the very few gifts which the receiver can put right in his pocket for constant use. If everyone had the selecting of his own Christmas presents this is the kind that would be purchased: As a gift to anyone, or for yourself, there is not another article that shows better purchasing discretion than Waterman's Ideal Fountain Pen—it is a compliment to your taste.

This pen is made in a very wide range of sizes and styles in order that the pen technique of every writer may be individually suited. Your selection may be exchanged until satisfactory. Whether you buy a plain Waterman's Ideal or one studded with diamonds, the quality is of that same successful standard which the careful workmanship and Waterman patents brought to continued perfection. This is the gift for people who are hard to suit. **Avoid Substitutes.**

*Gift Booklet on Request.  
From the Best Dealers Everywhere.*

### Sterling Silver Filigree

No. 412 - 22/6

#### Larger Sizes:

No. 414 - 30/-  
No. 415 - 36/-  
No. 416 - 40/-

Silver Clip-on-Cap adds 2/- to above costs.

### Plain Style

No. 12 - 10/6

#### Larger Sizes:

No. 14 - 17/6  
No. 15 - 21/-  
No. 16 - 25/-

Clip-on-Cap adds 1/- to above costs.

L. & C. Hardtmuth, Limited, Kingsway, London

173 BROADWAY, NEW YORK

6 RUE DE HANOVRE, PARIS

L. E. WATERMAN COMPANY, LIMITED, MONTREAL